

# Blade Server Growth & IT Challenges

## Growth



2003



2004

## Benefits

Blades enable:

- Performance Density
- Physical Consolidation
- Virtual Consolidation

**Blades are the fastest growing server form factor. But...  
Blades have not grown as fast as originally predicted.  
Why?**

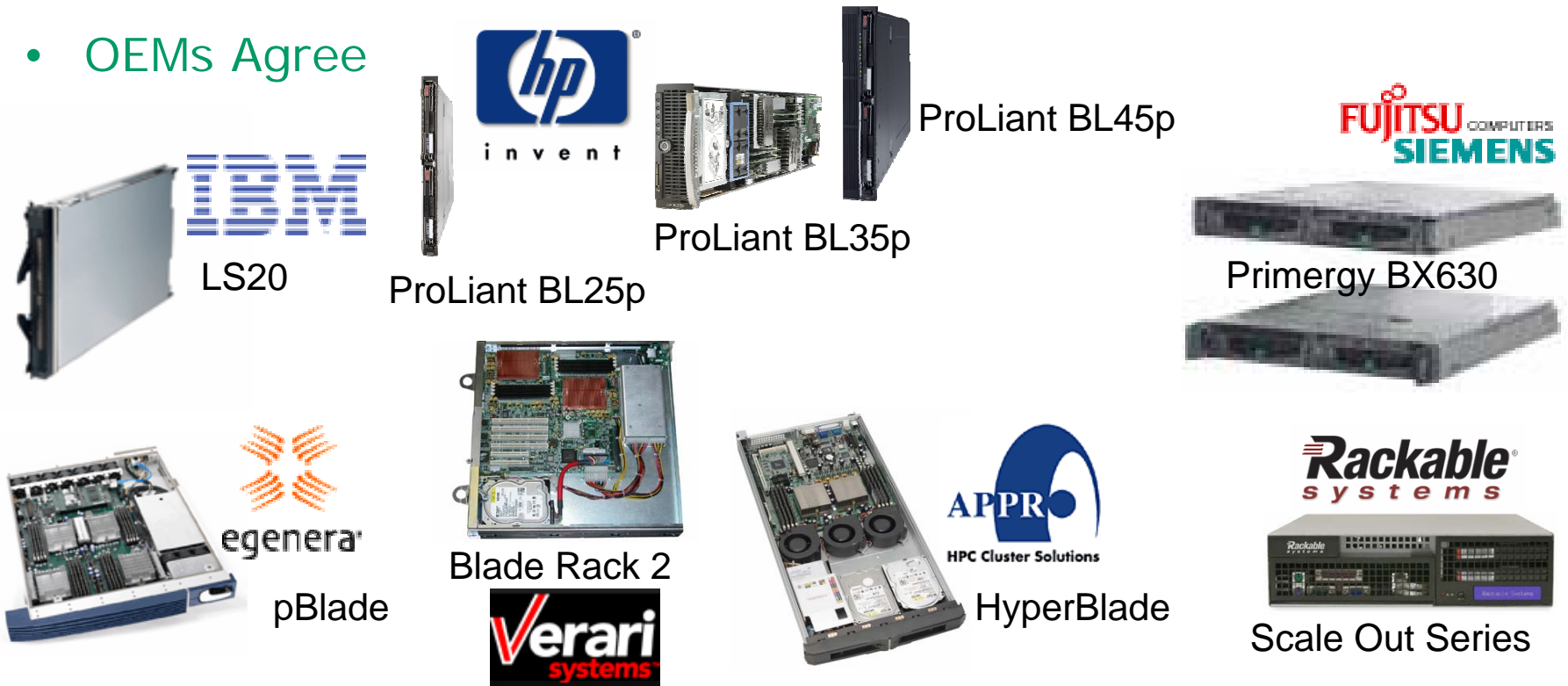
## Challenges

- Higher Performance
- Power Consumption
- Management

# AMD64 – The Best Blade Architecture

- Outstanding Performance/Watt and glueless chip-to-chip interconnect maximizes blade compute density

- OEMs Agree



*AMD64 will double the number of blade designs in 2006*

# AMD Opteron™ Processors

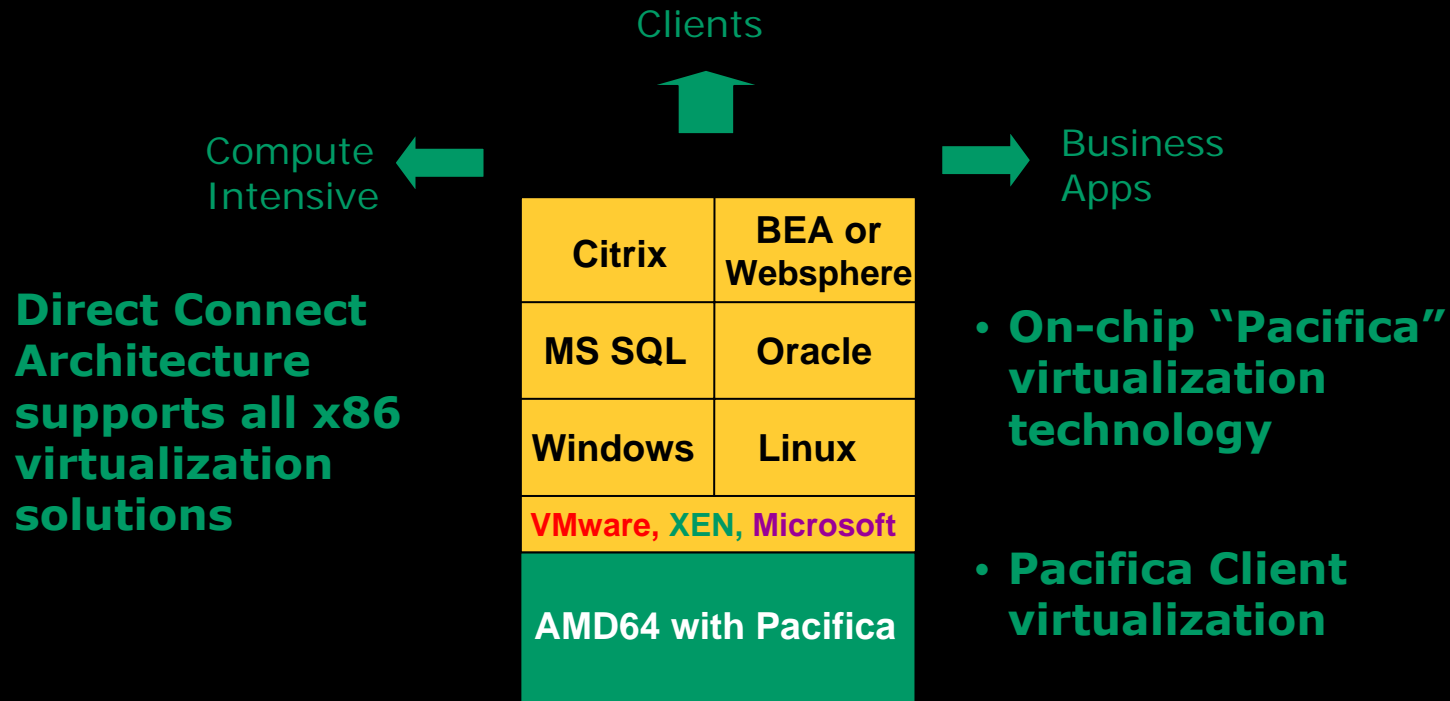
## *Best x86 Virtualization*

### 2005: AMD Opteron Processors with Direct Connect Architecture

performs > **28%** faster on virtual workloads than comparably equipped Xeon Platforms

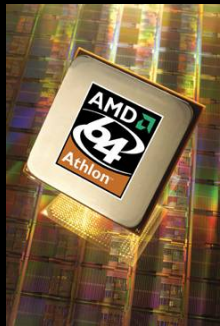
### 2006: Pacifica-based Direct Connect Architecture:

Expected to increase performance lead with ~**50%** faster switching than competition



# Client Strategy

- Leverage AMD Opteron™ processor success into commercial clients
- Create “open systems” industry stable image platform
- Next Generation AMD Turion™ 64 mobile platform
- Be a leader in new usage models for commercial clients with AMD64



# Commercial Client Momentum

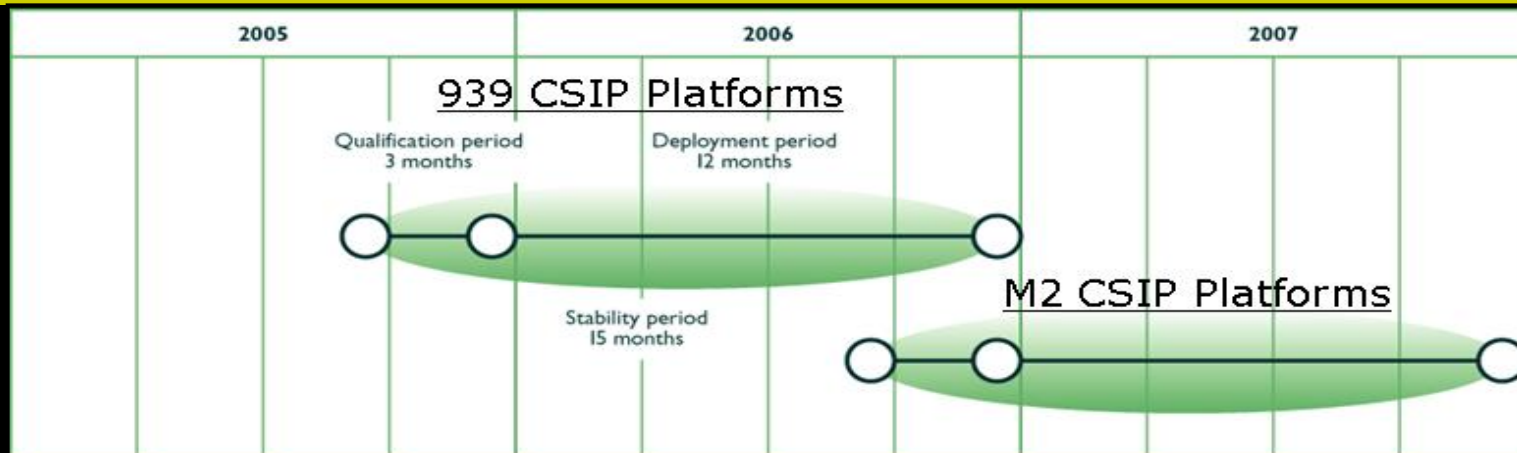
- 6 out of 7 of AMD's global desktop customers have AMD based commercial solutions
  - Acer Fujitsu, Fujitsu Siemens, HP, Lenovo, NEC
- > 60% of AMD based desktops sold by System Builders are sold into commercial
  - Gartner Quarterly Statistics 2Q'05
- 4 out of 5 of AMD's global mobile customers have AMD based commercial solutions
  - Acer, Fujitsu, HP, NEC



# AMD Athlon™ 64 processor based “open systems” industry stable image platform



CSIP is a stable platform program with a 15 month cycle providing a full solution – processors, chipsets, and motherboards.



“Open alternative to  
stable images”



# Open Mobile Platform Approach Delivers a better solution to end users

## AMD Turion™ 64 Mobile Technology Platforms

Next generation of mobile optimized  
platforms featuring dual-core processors,  
validated chipset & wireless solutions, and  
stable image



Robust ecosystem of power  
efficient technology



### GRAPHIC/CHIPSET



### LAN



### WIRELESS

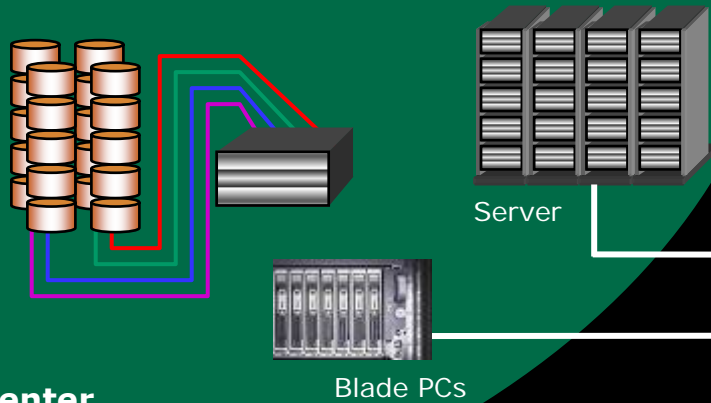


## Mobility Platform 2006

## Mobility Platform 2005



# AMD: Driving new usage models for Clients



## Data Center

- Servers w/ Virtualization
- Storage
- Blade PCs



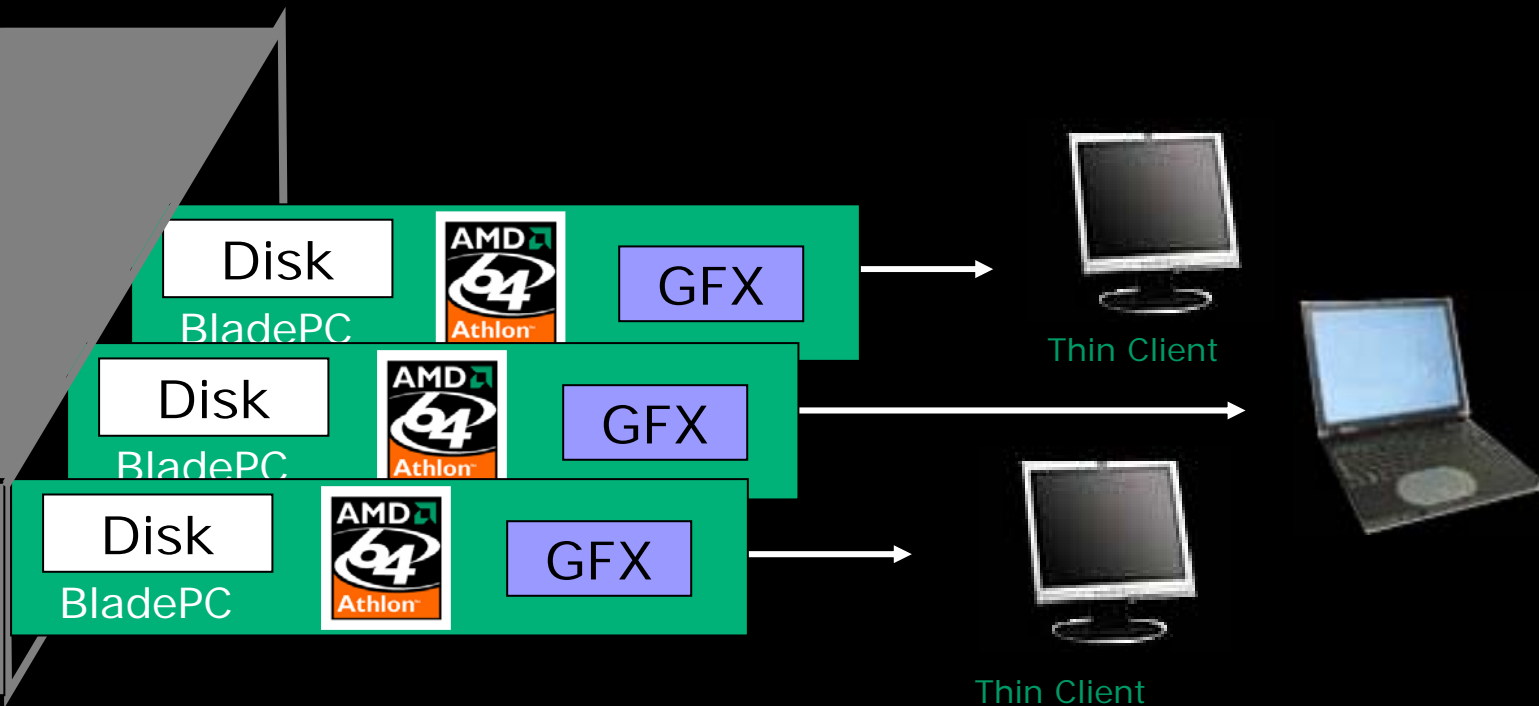
**1H 2006:**  
**Deliver Managed Client**

**2H2006:**  
**Drive Blade PC**

**2006-07:**  
**Drive Server-Based Computing & Hosted Client**



# AMD64: Perfect for Blade PCs

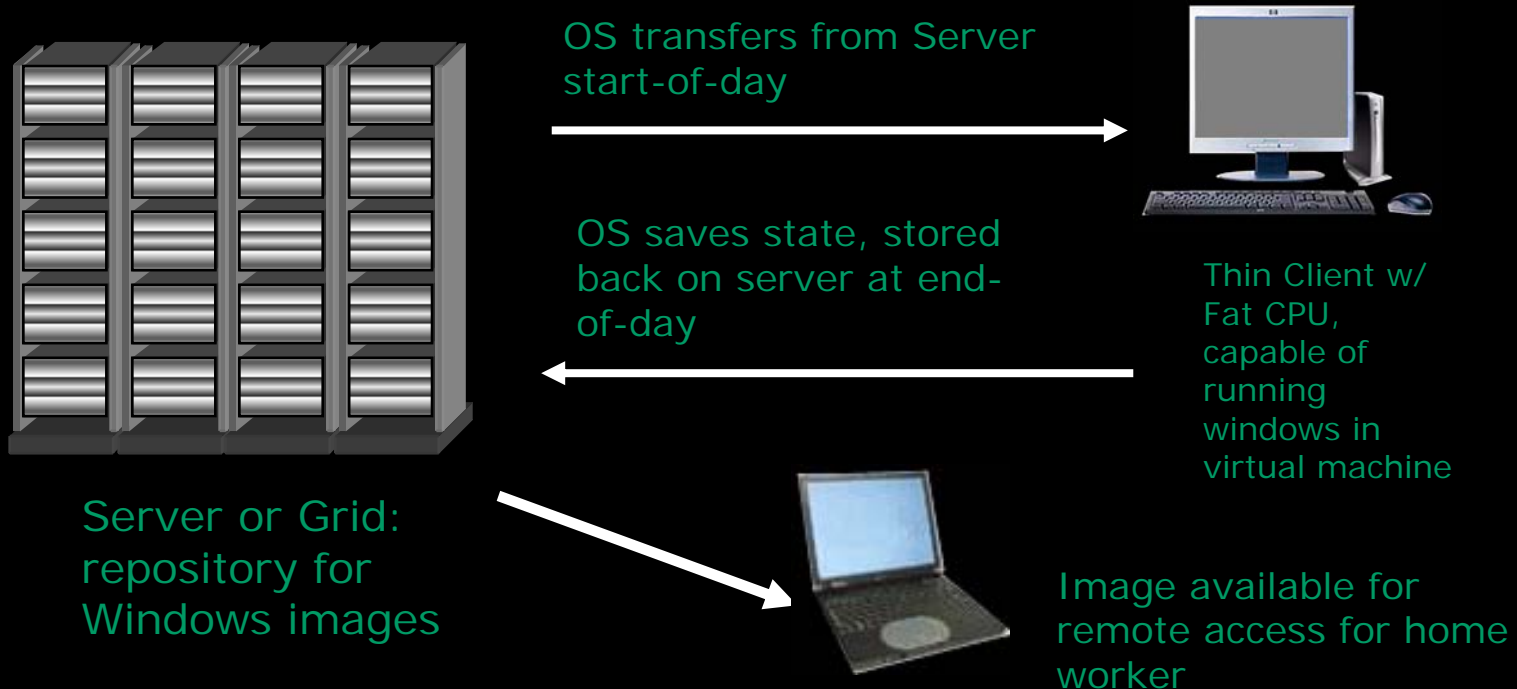


## AMD Strengths:

- Performance per Watt & low total power consumption
- Early design wins – HP 1500

# Virtualization and Thin Clients

## " Hosted Clients "

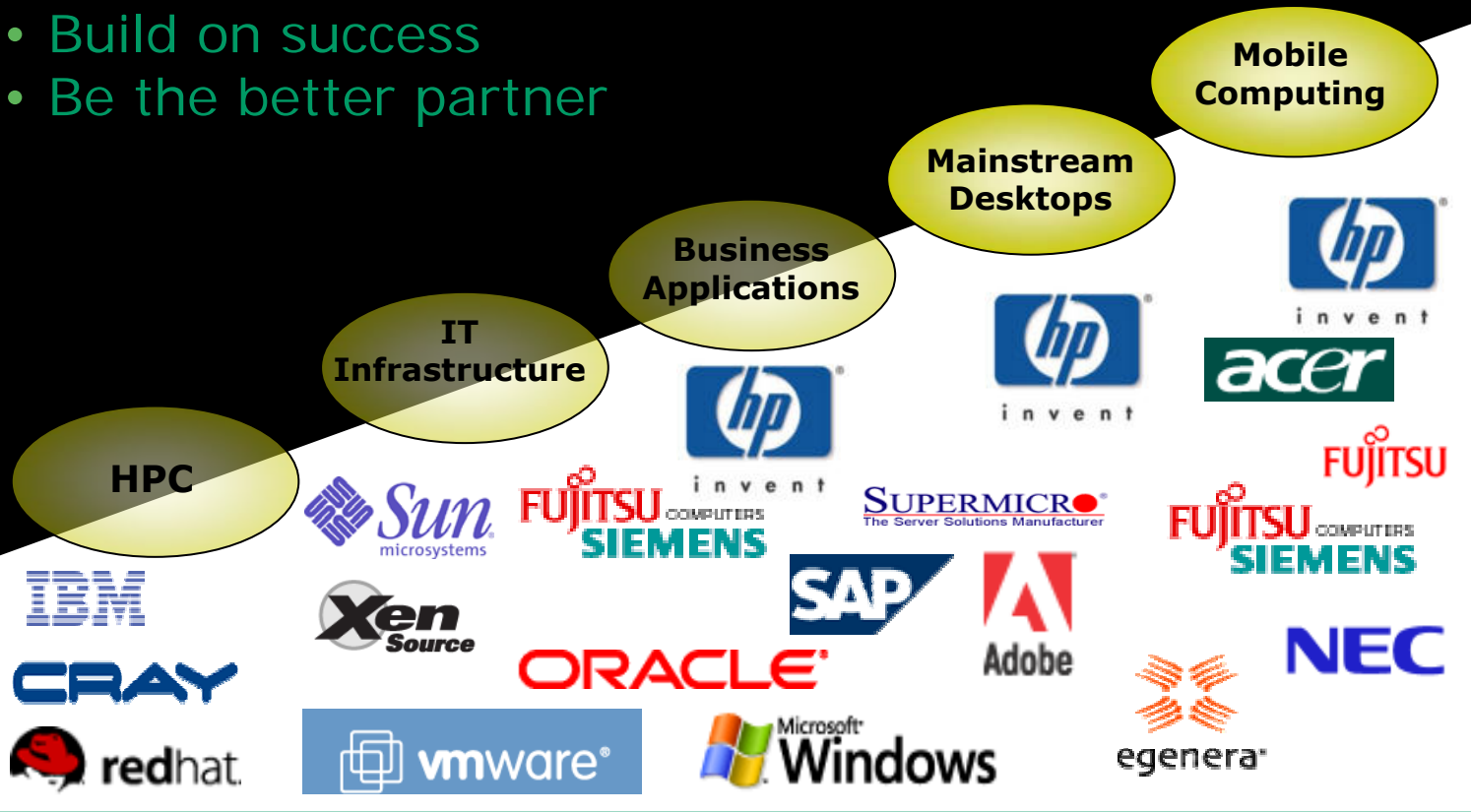


### AMD Strengths:

- Preeminent position in thin client today
- AMD leadership in 4P server space
- AMD64 Direct Connect Architecture advantages
- AMD virtualization technology leader with Pacifica

# Commercial Market Momentum

- Build on success
- Be the better partner



- Price/  
Performance/  
Watt

- Direct Connect  
Architecture
- Blades

- 64 Bit Computing
- Multi-Core

- Virtualization
- Superior TCO

# AMD Commercial

## *Leading the Data Center Agenda*

- **Defining new economics for IT expenditures**
- **Industry-leading dual-core**
- **Industry-leading performance-per-watt-per-dollar-per square foot**
- **Industry-leading virtualization performance**
- **Industry-leading upgradeability**
- **Fastest blade ramp in the industry**
- **Compelling commercial client platforms for both desktop and mobile**



**Best Use of  
Resources**

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